

4. Socratic Dialogue on the Media And The Environment

Finalize the proposal from University of South Carolina to sponsor a socratic dialogue on the media and the environment. The show will discuss the accuracy of popular news shows such as 60 Minutes and 20/20. The proposal will include a cost estimate of the production of a PBS quality program as well as publicity estimates. Additionally, the proposal will discuss options for dissemination of educational material from the show to the journalism schools at major universities.

5. Conduct media briefings as required. Briefings will include conservative editorial press, domestic foreign press as well as an international media tour.
6. Review the Institute For Regulatory Policy accomplishments in terms of coalition development and executive branch activity on the executive order. Support the efforts to establish a coalition for minimum threshold risk.

Ongoing

- Track the progress of the EPA Risk Assessment and communicate developments to PM staff and external consultants.
- Direct public relations activities with Burson-Marsteller including EPA announcement day plans, Hart survey publicity, IAQ publicity and activities relating to publicizing the of economic impact of EPA regulations at the local level.
- Support the efforts of the Washington office to develop a coalition of industries interested in establishing a minimum threshold for government regulation.

TJB/dlm

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TO: S. Parrish

DATE: January 29, 1992

FROM: T. Borelli TB

SUBJECT: 1992 Quarterly Objectives

1. OSHA/RFI

Assist and support USA initiatives to generate comments to the OSHA docket.

2. Generate Conservative Political And Media Interest In the EPA

Schedule an EPA session at the Conservative Political Action Conference (CPAC) on Feb. 21-23. The session will address a number of EPA's controversial actions as well as seek to generate support for an Executive Order on Risk Assessment and the minimum threshold risk concept.

Additionally, CPAC has scheduled a "workshop" on the Environmental & Media. The workshop will focus on the need for the conservative media to accurately report on the environmental issues. At the conference, a policy group will announce the publication of an environmental newsletter. The newsletter will feature controversial actions by the agency and it will serve as a source material for the conservative network of journalists.

A dinner will also be organized to honor Warren Brookes. The dinner will pay tribute to Warren's accomplishments as well as seek to motivate journalists to fill the void of his absence. Vice President Quayle and Congressman Dingell as possible key note speakers.

3. Economic Analysis Of Indoor Air Regulation

A policy group is conducting a study on indoor air quality. The study will focus on ventilation as the private sector solution to IAQ. The analysis will estimate the negative economic impact of source control as well as the limitations of EPA's possible jurisdiction over IAQ. The report will be publicized through the conservative media network.

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